



CONTACT

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VISUAL ADVISORY

Books-A-Million to Host Midnight Release Party for “Harry Potter and the Cursed Child” on Saturday, July 30

Harry Potter fans are invited to celebrate the series’ epic eighth installment with trivia contests, wand crafts, costume contests, prize giveaways and more!

ATLANTA (July 29, 2016) – *Aparecium!* Let the countdown begin ... the removal of the invisibility cloak on the latest installment of the Harry Potter series is just days away! July 31 marks the official script book release of [“Harry Potter and the Cursed Child – Parts I & II,”](#) the theatrical eighth installment of JK Rowling's best-selling Harry Potter series, premiering as a play on London's West End stage. To celebrate the launch of the latest chapter of this spellbinding saga, **Books-A-Million** is treating fans to an action-packed **Harry Potter Midnight Release Party** on **Saturday, July 30** at all Atlanta-area store locations! Festivities begin at **2 p.m.** and include Harry Potter trivia contests, Marauder's Map scavenger hunts, wand crafts and more before the official countdown event starts at **9 p.m.** with Sorting Hat ceremonies, costume contests and other Potter-themed activities.

WHAT: Harry Potter Midnight Release Party

Visuals:

- Costume contest
- First look at books being unboxed (promptly at midnight)
- Sorting Hat ceremony
- Wand crafts

WHEN: Saturday, July 30
Festivities begin at 2 p.m. and the official countdown starts at 9 p.m.

WHERE: Atlanta-area locations
Douglasville: 6700 Douglas Blvd, Douglasville, Ga. 30135
McDonough: 1774 Jonesboro Rd., McDonough, Ga. 30253
Atlanta: 5900 Sugarloaf Pkwy., Lawrenceville, Ga. 30043
Acworth: 3372 N. Cobb Pkwy., Acworth Ga. 30101
Peachtree City: 258 City Circle, Peachtree City, Ga. 30269
Griffin: 1635 North Expressway, Griffin, Ga. 30223
Canton: 1810 Cumming Hwy., Canton, Ga. 30114
Gainesville: 150 Pearl Nix Pkwy., Gainesville, Ga. 30501

HOW: Contact Jennifer Walker at 404-233-3993 (office) or 678-938-3667 (cell) to arrange b-roll and/or interviews during event.

INFO: Visit booksamillion.com/harrypotter to learn more.